

**New Book Proposal**

Please fill in all mandatory fields marked with an asterisk (\*). If you have questions about the proposal form, please reach out to us. The more information you provide at the onset, the better we can assess your proposal.

**SUBJECT AREA\*:**

(Open field) \_\_\_\_\_\_\_\_\_\_\_\_\_

**THE AUTHORS / EDITORS**

Please provide some brief information about yourself according to the following structure.

If there is more than one author or editor, please enter their details in the order that they will appear on the cover. Thisinformation will be used on our website (related to this project only), so please enter it exactly as you would like to be identified,particularly regarding title, first names, middle names, etc.

**A. Author’s / Editor’s name and affiliation\*** (for each author/editor): academic title, first name and surname, institution/university, department, town/city, postal code, country:

1. Ex: Dr. Jane A. Smith, University, Dept, City

2. Author / editor

3. Author / editor

**B. Author’s / Editor’s mailing address\*:**

**C. E-mail\*/ ORCID\*/ Social Media/ Phone:**

E-mail:

ORCID Number:

Social Media (Twitter, LinkedIn, etc.):

Phone: +

**D. Author’s / Editor’s bio\*** (max. 3.900 characters in total for all authors/editors): Please enter this information as a text in the way you’d like it displayed on the internet. Focus on affiliation, recent publications, main research focus, awards, etc.

**SUBJECT MATTER OF BOOK**

**A. PLANNED BOOK TITLE AND SUBTITLE:\*** Title: In order that your title will be found on Amazon, please choose search-engine optimized (SEO) compatible keywords especially for the main title (**max. 55 characters**), and also for the subtitle (**max. 80 characters**). It is important to make this right from the beginning. (SEO keywords are words and phrases people type into search engines – e.g.: Google and Amazon – to find out about a subject. Choose keywords you think people will use when searching ideas and topics in your content).

**B. EDITED OR AUTHORED?\***

Edited works contain contributed works from other authors. The editor(s) may also contribute to the book as an author. Authored works are only authored by the listed main authors and contain no contributions from other parties.

Please indicate below whether your book will be authored or edited.

Authored: \_ Edited: \_

For edited volumes, please indicate the approximate number of contributors.

Number (approximate):

**C. BRIEF DESCRIPTION OF THE BOOK:** - **maximum 450 characters** including spaces (please note

that it is 450 characters not 450 words!): This text will be printed in our new releases and in booksellers’ catalogues and may serve as a basis for the back-cover text. The text should provide the reader with a quick overview of your book’s subject matter and the relevance of your topic or approach. Short texts are not just read by scholars, specialists and professionals but also potentially by librarians and booksellers who are strangers to your subject. Therefore, please ensure that your text is as clear as possible. We reserve the right to modify your text before it is published.

**D. LONGER INFORMATION TEXT FOR A SPECIALIST AUDIENCE\***: This is where you can provide us with more extensive information about your publication. This text will appear on our website and in the advertising flyers for your volume ([www.degruyter.com](http://www.degruyter.com)). This text should not exceed **1,250 characters including spaces**. It could be structured as follows:

Introductory sentence: reason for publication

Main part: topic, subject matter of the book

Final sentence: conclusion, relevance of your book to the target group.

Please therefore ensure that your text is as clear as possible. We reserve the right to modify your text before it is published.

**E. SPECIAL FEATURES UNIQUE SELLING POINTS** (up to 3)\*:

What makes your book special compared to other publications, what problem does it solve, and what are the key features that should be highlighted? (**max.** **250 characters in total**).

1)

2)

3)

**F. KEYWORDS\***: Our publications are made available inside and outside of our company in various directories and catalogues. Keywords are not only important for search engine optimization (SEO); they are also used for abstracting and indexing services as a mechanism to tag content. Keywords should describe the content of your publication as concisely as possible in order to ensure quick thematic classification and better searchability. Your list of keywords of terms should ideally NOT include words or terms that already used in the title of your book. Please provide 5 keywords (**in the order of their importance**).

1. Keyword 1

2. Keyword 2

3. Keyword 3

4. Keyword 4

5. Keyword 5

**G. TABLE OF CONTENTS:** Please provide a brief table of contents, or alternatively a description in one or two paragraphs of the content of each main chapter.

**H. REVIEWERS:** Feel free to provide the names and email addresses of three peers who might be willing to provide a detailed and unbiased opinion of the proposal. Endorsements therein might be used prepublication for Amazon and similar websites. **We may or may not follow up on your suggestions.**

**I. SERIES:** You can look for existing series on our homepage. If you already know the series in which you want to publish, please suggest it here:

**MANUSCRIPT INFORMATION**

**A. SCHEDULE\*:** Please tell us when you will be able to submit the complete manuscript.

**B. TYPE OF MANUSCRIPT:**

Which program do you use to prepare your manuscript?\*

Word: \_ LaTeX: \_ Other: \_

Which operating system do you use (please specify the version)?

Windows: \_ Mac: \_ Other: \_

Would you like to submit your manuscript camera ready? If you choose this option, we will provide you with templates and our DG corporate font, and our production department will advise you in the event that you have questions or problems. You should only choose this option if you are confident in the procedure.

Yes \_\_ No\_\_\_

**C. ESTIMATED PAGE COUNT\*, FIGURE COUNT, AND TABLE COUNT:** Only the page count is included in the contract. 1 printed page = 2,800 characters including spaces without images (please use Word character count).

* Pages/ Total character count/ Total word count:
* Total Figures/ Photos:
* Color Figures/ Photos: Yes: \_ No: \_ How many: \_
* Tables: b/w \_\_\_\_ colour\_\_\_\_

**D. INDEX:** Your book should contain an index. We prefer that the index is created by you using the Word index tool. Please tell us here if you require any guidance.

Yes: \_ No: \_

**THE MARKET FOR YOUR BOOK**

**A. TARGET GROUPS\*:** Please tell us which target groups will be interested in your publication. Please specify target groups (scholars, students or professionals) (**max. 125 character including spaces**).

If your book is written as a textbook, please indicate the level e.g., graduate or postgraduate. Do you envisage your textbook being used as a core book for a course or as supplementary reading? Also include the name of the course/ module where your book could be considered for adoption.

**B. COMPETING PUBLICATIONS:** Please name **two to three potential competing publications** and explain how your volume differs from these volumes. The publications mentioned should not be older than five years.

**ADDITIONAL PUBLISHING OPTIONS FOR YOUR BOOK**

**A. OPEN ACCESS:** If you are interested, please contact our editorial team.

**B. BULK SALE** (minimum of 10 copies)**:** Is there an institution, partner, business, etc. that may be interested in a bulk sale of your book with a special discount?

Yes: \_ No: \_

**SPECIAL REQUIREMENTS AND REQUESTS**

Does your publication have any special requirements that we need to take into account during our planning (e.g., whether you need file copies, important deadlines to be met, etc.)?

Thank you for completing this form!

With kindest regards from your publishing team at De Gruyter.

**DATA PROTECTION POLICY:**

Walter de Gruyter GmbH takes data protection and thus the protection of your personal data very seriously. We give attention to your personal data confidentially and in accordance with Article 13 of the GDPR and our data protection declaration. Your data will be saved by Walter De Gruyter GmbH and processed only for the purpose of business communication and creating the contract. Please also refer to our privacy policy on our website: <https://www.degruyter.com/cms/pages/privacy-policy-for-authors>.